

Message Text

UNCLASSIFIED

PAGE 01 LONDON 06902 021756Z
ACTION EUR-12

INFO OCT-01 ISO-00 L-03 STR-07 EB-08 COME-00 SIL-01
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R 021730Z MAY 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 5721
INFO AMEMBASSY BRUSSELS

UNCLAS LONDON 06902

USEEC

E.O.11652: N/A
TAGS: ETRD, UK
SUBJECT: BEER CONTAINERS - STANDARDS OF FILL

REF: STATE 110929

IN RESPONSE REFTEL, FOLLOWING IS TEXT OF APRIL 14 LETTER
FROM JONES TO JAMES TARRANT, EMBASSY LONDON, RE EC COUNCIL
DIRECTIVE 75/106/EC.

"THANK YOU FOR YOUR LETTER OF 28 MARCH ON THE NOM-
INAL VOLUMES FOR THE PACKAGING OF BEER LISTED IN ANNEX III
TO THIS DIRECTIVE.

"AS YOU NOTE, THE DIRECTIVE IS OPTIONAL. AFTER 31
DECEMBER 1980, MEMBER STATES MUST GIVE FREE ACCESS IN
THEIR MARKETS TO PRE-PACKAGES MADE UP IN ACCORDANCE WITH
THE DIRECTIVES IN THE VOLUMES LISTED IN COL.1 OF ANNEX
III, WHICH WILL BEAR THE "E" MARK, BUT THEY REMAIN FREE
TO PERMIT THE USE IN THEIR OWN MARKETS OF PRE-PACKAGES OF
OTHER NOMINAL VOLUMES. AS FAR AS THE UK IS CONCERNED, IT
IS INTENDED THAT BEER IN 35CL CANS WILL CONTINUE TO BE
ACCEPTABLE. I AM, OF COURSE, UNABLE TO SPEAK FOR OTHER
MEMBER STATES.

"THE DIRECTIVE IS UNDER REVIEW NOW; THE AIM IS TO
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APPROVE AMENDMENTS BY ABOUT THE SUMMER. YOUR BEST COURSE
IS TO PERSUADE THE COMMISSION TO PROPOSE THAT THE 35CL
SIZE SHOULD BE DEFINITELY ALLOWED THROUGHOUT THE COMMUN-
ITY. THE COMMUNITY'S GENERAL APPROACH HAS BEEN TO SIMP-
LIFY THE RANGE OF SUCH SIZES IN ORDER TO HELP THE CON-
SUMER BUT YOU MIGHT BE ABLE TO PERSUADE THEM THAT THE
WORLD POPULARITY OF THE 35CL SIZE WITH CONSUMERS OUT-

WEIGHS THE DISADVANTAGE OF A FURTHER SIZE NOT CLOSELY RELATED TO THOSE AT PRESENT LISTED. SUBJECT TO SEEING YOUR CASE, WE CANNOT SEE THE UK OBJECTING TO SUCH A PROPOSAL: WE SYMPATHISE WITH YOUR POINT ABOUT THE NEED TO AVOID THE DISRUPTION TO TRADE."

SIGNED: MRS. E. C. JONES

ASSISTANT SECRETARY, CRE-2

DEPARTMENT OF TRADE

BREWSTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
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